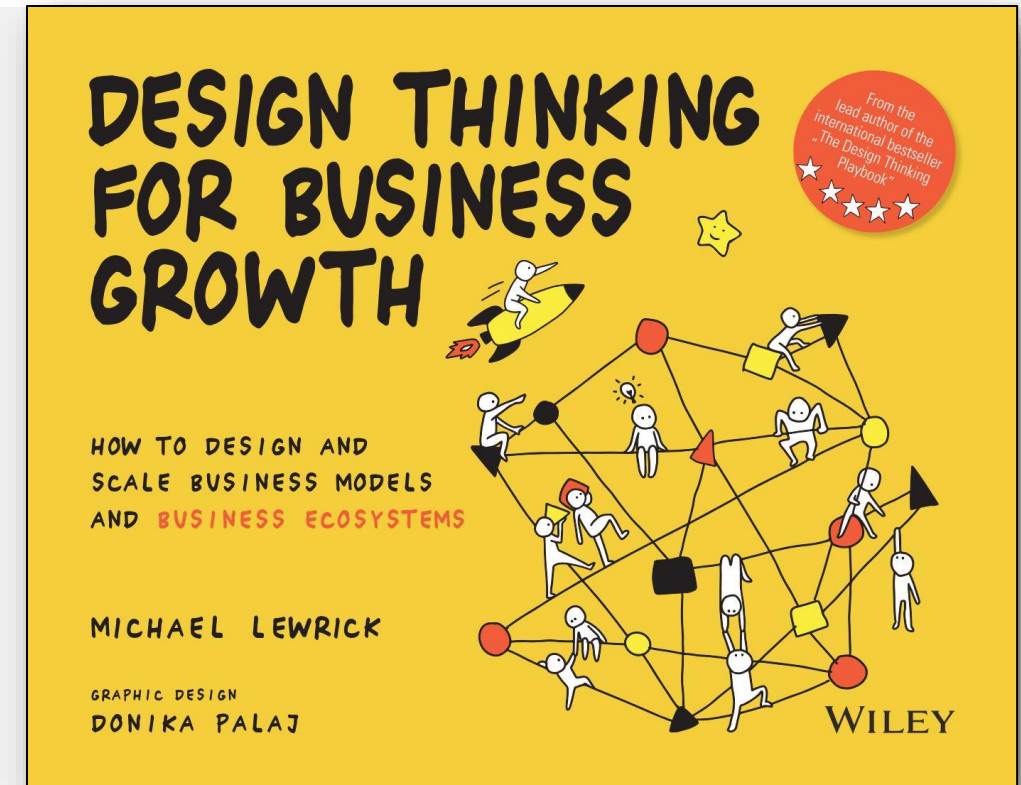


Business Ecosystem Design Mindsets – Frameworks – Tools

A CFFO Online Bootcamp
in 8 Weekly Sessions

October 6 – November 24, 2022

8:00am – 10:00am PT



Register by September 22, 2022 at www.futureorg.org/bootcamp



Why an Ecosystem Design Bootcamp?

Customer needs have never changed as quickly as they do today. Companies are looking for innovative ways to create new and unique value propositions, leveraging technology and a network of partners.

Engaging in business ecosystems - that is, collaboration through interlocking value propositions - opens opportunities for growth and the realization of new business models.

A Compact Hands-on Program

The 8-weeks *Business Ecosystem Design Online Bootcamp* familiarizes you with the mindset, tools and methods for business ecosystem development.

It is based on the brand-new handbook *Design Thinking for Business Growth* by bestselling author Michael Lewrick and provides a hands-on learning experience that allows you to apply proven frameworks to your specific company context.

Who Should Participate



Attend the bootcamp if you are an **entrepreneur**, a **C-level executive**, a **project manager**, or a **strategy/innovation executive** who looks for a practical framework to design ecosystem-driven business models that can lead your organization to novel ways of growth.



Benefits of the Bootcamp Format

Proven methodology

You learn to apply a distinctive methodology that helps you to identify customer issues and drive a business ecosystem design initiative for your organization by applying four distinctive design lenses that are needed for business ecosystem development.

Hands-on Experience

You get a concrete framework and a practical tool kit for creating business ecosystem initiatives in your specific company context.

Efficient Time Investment

The online format allows attendance from home or office. You need to commit only two hours per week over a period of two months.

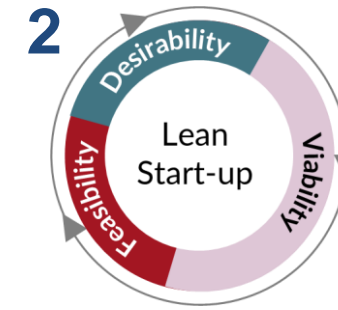
What You Will Learn in the Bootcamp

You will learn and **apply ten design principles** and **explore four distinct design lenses** which include tools and methods to (1) identify the appropriate customer problem; (2) test minimal viable product (MVP) offerings; (3) create a minimum viable ecosystem (MVE); and (4) scale the system:



For identifying potential value propositions for an ecosystem, the focus must be on the customers and their needs.

Design thinking has established itself as a proven methodology and mindset for envisioning ecosystem initiatives and developing initial prototypes.



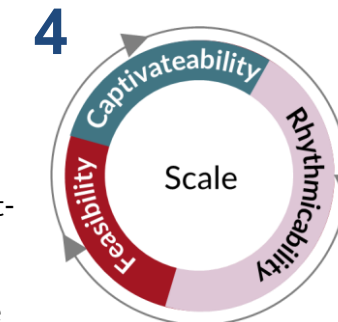
Validating value propositions and transitioning initial prototypes into a Minimum Viable Product (MVP) allows market viability to be tested.

The backlog informs about prioritized experiences and features that may be relevant to the ecosystem today and in the future.



Ecosystems do not emerge by themselves; they must be actively designed, initialized, and orchestrated.

A feasibility assessment of a minimum viable ecosystem (MVE) includes a first-time review of the subsystems, an analysis of initial technology components, and a presentation of the offering for the customer.



Achieving objectives requires scaling considerations. Successful scaling is mainly achieved through network effects and high customer retention.

For this, incentives must be created, lock-in effects realized, and an IT infrastructure must be provided that can withstand the growth.



The Curriculum: 8 Weekly 2-hour Sessions

Free Orientation | Sep 1, 2022*

Is this bootcamp right for me?

Get an overview of the entire program and decide if the bootcamp meets your interest and needs

Session 1 | Oct 6, 2022

Getting started - what brings you to the program?

Share your expectations and previous experience with business ecosystem engagement and design

Session 2 | Oct 13, 2022

Introduction - what are business ecosystems?

Learn about the trends that drive business ecosystem development
Understand the characteristics of business ecosystems

Session 3 | Oct 20, 2022

Mind-shifts - what mindset is needed to design ecosystems?

Explore the 10 mind-shifts that are required to design, implement and orchestrate business ecosystems

Session 4 | Oct 27, 2022

Hands-on - how to apply business ecosystem design?

Create the blueprint of a business ecosystem within 90 minutes (group work)

Session 5 | Nov 3, 2022

Reflect - what did you experience?

Present and discuss results of the hands-on exercise
Reflect on tools, methodology and impact (group work)

Session 6 | Nov 10, 2022

Toolbox - what methods to use?

Powerful tools for ecosystem design and management
Tap into the business ecosystem design toolbox

Session 7 | Nov 17, 2022

Shaping ecosystems - the new rules of ecosystem leadership

Explore what it takes to manage the complexity of business ecosystems and network dynamics

Session 8 | Nov 24, 2022

Takeaways - how to bring it home?

Establish alignment between personal learnings and how to create impact within your organization

*all sessions from 08:00am – 10:00 am PT | 17:00 – 19:00 CET





What You Will Take Away

- Increased awareness for ecosystems and why they matter in the future world of business
- Understanding the concept of a business ecosystems
- Hands on experience in applying business ecosystem design
- Understanding strategic impact of business ecosystems regarding IT, customer interaction, business models, and governance
- Understanding the concept of value streams and exponential growth
- Insights concerning a multidimensional business model view
- Knowing when, how and why business ecosystem design should be applied

Faculty



The bootcamp is led by **Michael Lewrick, PhD.**, who is known for his hands-on approach that provides practical instruments and frameworks for driving innovation, digital transformation, and business growth in the complex world of networked organizations.

He is the author of an international bestseller series that includes ***The Design Thinking Playbook (2018)***, ***The Design Thinking Toolbox (2020)***, and ***Design Thinking for Business Growth (2022)***.

Michael is a Senior Expert with the Center for the Future of Organization with a focus on Design Thinking and Business Ecosystem Development. Prior to establishing his own advisory practice, he served as Chief Innovation Officer at the Telecom provider Swisscom and as Head of Innovation Labs of Deloitte Switzerland.



Dates, Terms, and Conditions

How

Online, via zoom, with a virtual collaboration platform (Slack Channel)

When

Every Thursday from **October 6 – November 24, 2022**
08:00AM – 10:00AM PT | 17:00 – 19:00 CET

Registration

Register at www.futureorg.org/bootcamp

The registration deadline is **September 22, 2022**.
Please register early as spots tend to fill up quickly.

Price

USD 2,600 | due upon application

10% discount for Drucker School Alumni and CFFO Members/Partners

Each participant receives a bootcamp certificate and a free copy of the book
Design Thinking for Business Growth by Michael Lewrick (Wiley 2020)

Refund Policy

Full refund before the registration deadline.
No refunds after deadline, but a substitute may attend in your place.



Contact

The Bootcamp is also available as an in-house program.
Please contact us to learn more and discuss a potential customization.



Center for the Future of Organization
Drucker School of Management
office@futureorg.org

